

# Communication, Public Involvement and Consciousness-Raising:

Laying the  
Communications Groundwork



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## 9 C's of Communication

1. Credibility
2. Context
3. Content

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## 9 C's of Communication

4. Clarity of Message
5. Continuity and Consistency
6. Channels of Communication

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## 9 C's of Communication

7. Customer Benefits (WIFM)

8. Capability of Audience

9. Call to Action

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## Tips For Capturing Media Attention

1. You've got visuals.
2. Local impact.
3. Controversy.

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## Tips For Capturing Media Attention

4. Major financial commitment/loss to community.
5. Personal contact. Cultivate relationships.
6. Piggyback onto a national/statewide story.

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## Tips For Capturing Media Attention

7. Industry trends, perspectives.
8. Advisories, releases and lots of follow-up.
9. Be factual and accurate. Be objective.

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## Real-Life Success Stories



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**Michigan's Transportation Team**  
A coalition of concerned citizens fighting to strengthen and improve transportation funding.

- TEA 21, the current federal transportation bill, expires on February 29, 2004.
- MTT is urging Congress to pass a fully-funded long-term transportation bill that provides greater equity for donor states.

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**Michigan's Transportation Team**  
A coalition of concerned citizens fighting to strengthen and improve transportation funding.

- Contact your legislators now.
- Visit [www.fundingfairness.com](http://www.fundingfairness.com) for more information about MTT's goals, status updates on the federal, highway and transit bill, and for more tips about contacting your elected officials.

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